CHAPTER – III

LITERATURE REVIEW
CHAPTER – III
LITERATURE REVIEW

3.1 INTRODUCTION
A review of work carried out in India and abroad by individuals and institutions, in the area of tourism and related matters has been reviewed in this chapter.

Selvam.M.7 (1989) conducted pioneering work tracing historical perspective from 1840. The study covers economics of tourism industry and its implication on employment generation, quantum of employment, ratio of employment to capital in tourism vis-à-vis other industries.

Duncan Light8 (1990) considers 'communist heritage tourism (that is, the consumption of sites and sights associated with the former communist regimes) in contemporary Central and Eastern Europe. As one form of special interest tourism, this phenomenon is an illustration of the ever-diversifying tourist gaze. Through consideration of three case studies of communist heritage tourism (the Berlin Wall, Budapest*s Statue park, and Bucharest*s 'House of the People*) the study examines the strategies which different countries (Germany, Hungary and Romania) have adopted to negotiate and accommodate such tourism without compromising post-communist identities.

---

8 Duncan Light, Gazing on communism: Heritage tourism and post-communist identities in Germany, Hungary and Romania, pp157-176 1983
May, Hla Aung (1997) investigated how Multinational and National Firms Compete. This is an in-depth case study of the hospitality industry in Thailand to understand how multinational and national firms compete in today's marketplace. The major feature of this study is formulating and testing the following key elements—nurturing, empowerment, data management, operation, new service development, aliening, communication, and market sensing core competencies—on the basis of in-depth case studies of 5 multinational and 5 local hotel chains in Thailand. Although the in-depth nature of the research method restricts it to a particular case, the insights it generates are valuable for understanding competition between today's service organizations. Empirical support is found for the core competencies of nurturing, empowerment, data management, new service development and alliancing. The data also suggest some interesting similarities and differences between multinational and local hotel chains in competition.

One major finding emerging from this study is that while MHC’s and LHC’s share some core competencies (nurturing and new service development), LHC’s have a greater focus on competencies such as alliancing. To date, this is the only study using core competencies that has been conducted in the hospitality industry. The study concludes with a number of theoretical and managerial implications and proposes some directions for future research studies.


Fong-Lin Chu,10 (1998) observed, we employ a combined seasonal nonseasonal ARIMA and sine wave nonlinear regression forecast model

9

10 Fong-Lin Chu, Forecasting tourism: a combined approach, Graduate Institute of San Min Chu I, National Taiwan University, No. 1, Roosevelt Road, Sec. 4, Taipei, Taiwan.
to predict international tourism arrivals, as represented by the number of world-wide visitors to Singapore. Compared with a similar study of the accuracy of international tourist arrivals forecasts by Chan (Journal of Travel Research, 1993, 31, 58–60)\(^1\) and Chu (Journal of Travel Research, 1998, 36, 79–84)\(^2\) using other univariate time series models, our proposed model has the smallest mean absolute percentage error.

**K. Raguraman,\(^1\) (1998)** India represents an interesting case of a country which, despite its size and its immense potential as a tourist destination, has seen relatively low levels of international tourist arrivals and receipts. In fact, growth in international arrivals and receipts in the country during the past decade has not kept pace with the global rates of increase. Two sets of interrelated factors have been found to be largely responsible for this poor performance of India’s tourism sector. The first factor is the low prioritization of tourism in the hierarchy of development directions identified by the Government. As a consequence, key areas such as tourism infrastructure development, marketing and promotion, and manpower development have lagged behind the industry’s requirements. The second factor relates to India’s aviation policy, which has led to the lack of adequate and high quality air transport services into India. The paper will show how these factors have retarded the growth of the tourism industry in India and will offer some insights on how these problems could be addressed by the Government.

---

\(^{1}\) K. Raguraman, *Troubled passage to India* Department of Geography, National University of Singapore, 10 Kent Ridge Crescent, Singapore 119260, Singapore. 1998.
Dr. Gillian Mary Elizabeth MacDonald,\textsuperscript{12} (1999) observed that linking India with rest of the world in an appreciable way. She explored the cultural advantage of India, especially from the south and west of India. She advocates that strategic planning and promotion of tourism potential of India can bring in wealth and prosperity to the country very easily.

Luke Desforges\textsuperscript{13}(2000) identified that Peru provides a good case study of the restructuring of tourism institutions, and the realignment of the sectors strategic role in development, under an emerging neo-liberal regime. The paper looks briefly at the role of the state in Peru's tourism sector between 1945 and 1990. It then draws upon recent empirical research in Peru to report changes in the sector since the election of Alberto Fujimori in 1990. These changes focus on the 'rolling back' of the state and the delimitation of the boundary between government and the private sector. This strategy appears to have benefited Peru as far as tourism numbers are concerned. However, the paper suggests a research agenda which compares and assesses the Peruvian tourism model's relative success at an international scale.

Jeff Baldwin\textsuperscript{14} (2000) identified that over the past twenty years significant research has been conducted concerning the effects of tourism on local cultures. However, research into the effects of tourism on natural environments is less developed. Though tourism is often represented as a

\textsuperscript{12} Dr. Gillian Mary Elizabeth MacDonald, "Unpacking Cultural Tourism of India", University of Guelph, 1999.

\textsuperscript{13} Luke Desforges, State Tourism Institutions and Neo-liberal Development: A Case Study of Peru, pp. 177-192.

\textsuperscript{14} Jeff Baldwin - Tourism Development, Wetland Degradation and Beach Erosion in Antigua, West Indies - pp. 193-218
low impact industry, scholars have begun to recognize tourism as an agent of environmental alteration. This study, conducted in 1997 and 1998 indicates that inter-related coastal ecosystems in Antigua, West Indies have been severely degraded as a result of tourism development. This study also presents a significant challenge to the representation of tourism, in its present form, as an environmentally sustainable economic activity.

**Klaus Meyer-Arendt**\(^{15}\) (2000) examined to determine the extent of Ph.D. and Master's level research in tourism geography. Five subject headings -- tourism, tourist, travel, traveler, and ecotourism -- were searched, and entries with 'geography' as the key descriptor extracted. These entries were further evaluated as to their emphasis upon tourism prior to their final listing. A total of 66 Ph.D. dissertations and 22 Master's theses were recorded for the 1951-1998 period. The 1990s was the most productive period of graduate-level research in tourism geography, and several universities -- mostly in Canada -- were the leaders in awarding Master's and Ph.D. degrees to specialists in tourism geography.

**Annette Pritchard and Nigel J. Morgan**\(^{16}\) (2000) found that Spaces and places are increasingly regarded as socio-cultural constructions rather than physical locations yet little of this emergent work in cultural and feminist geography has been incorporated into tourism research. The central theme of this article is an articulation of gender relations in the

---

\(^{15}\) Klaus Meyer-Arendt - *Tourism Geography as the Subject of North American Doctoral Dissertations and Master's Theses. 1951-1998* - pp. 140-156

\(^{16}\) Annette Pritchard and Nigel J. Morgan - *Constructing Tourism Landscapes: Gender, Sexuality and Space* - pp.115-139
construction, production and consumption of tourism sites and images discussing the gendered nature of society and tourism processes. The article contends that the shaping of gendered tourism landscapes and the interrelationship between the language of (hetero)sexuality and the language of tourism promotion reflects a privileged white, male, heterosexual gaze.

Noam Shoval and Adi Raveh,17 (2000) This paper examines the relation between the trip characteristics of tourists and the attractions that they visit. This analysis was made possible by means of a new method of multivariate analysis—co-plot—that enables the simultaneous analysis of observations and variables and the graphic presentation of the interrelations among them. Jerusalem was seen as an “ideal” city for the demonstration of the co-plot method of data analysis due to the heterogeneity of its tourism. The research was conducted between September 1998 and March 1999. The results of the statistical analysis show that Jerusalem's tourist attractions can be categorized into four distinct groups and that there is a tendency of spatial concentration among sights belonging to the same group. Based on these results, a spatial model of tourism consumption in large cities was developed.

Barbara A. Carmichael,18 (2000) This paper focuses upon the linkages between local resident perceptions of the impacts of a mega attraction, the

17Noam Shoval and Adi Raveh, Categorization of tourist attractions and the modeling of tourist cities: based on the co-plot method of multivariate analysis, Department of Geography, The Hebrew University of Jerusalem, Mount Scopus, Jerusalem 91905, Israel. School of Business Administration, The Hebrew University of Jerusalem, Mount Scopus, Jerusalem 91905, Israel.

18 Barbara A. Carmichael, A matrix model for resident attitudes and behaviours in a rapidly changing tourist area, Department of Geography and Environmental Studies, Wilfrid Laurier University, Waterloo, Ontario, Canada N2L 3C5.
Foxwoods casino and attitudes toward this casino; toward the tribe (the developers); and toward the casino as an economic development tool; as well as linkages with specific types of resident behaviours. Using data collected from 203 resident telephone interviews, these linkages are explored. Perceptions of casino impacts were found to influence attitudes toward the casino and toward the tribe. A matrix model which has been well referenced in the tourism literature but never before tested, was modified and used to analyse the linkage between attitudes and behaviours. A composite measure of attitude toward the casino was developed and this scale performed well on reliability and validity tests. A simplified version of this scale was applied to the attitudinal axis of the model. The behavioural dimension of the model was created using an index of positive, neutral and negative behaviours. Statistically significant results were achieved for attitudes toward the casino and specific behaviours and for attitudes toward the tribe and these behaviours. However, attitudes toward casinos as an economic development tool showed less significant results.

Tosun, 19(2000) This study deals with a normative concept of participatory development approach, which originates in the developed world. In particular, it analyses and explains the limitations to the participatory tourism development approach in the context of developing countries. It was found that there are operational, structural and cultural limits to community participation in the TDP in many developing countries although they do not equally exist in every tourist destination. Moreover, while these limits tend to exhibit higher intensity and greater

19 Tosun, Limits to community participation in the tourism development process in developing countries, School of Tourism and Hotel Management, Bilkert University, 06533 Bilkert, Ankara, Turkey.
persistence in the developing world than in the developed world, they appear to be a reflection of prevailing socio-political, economic and cultural structure in many developing countries. On the other hand, it was also found that although these limitations may vary over time according to types, scale and levels of tourism development, the market served, and cultural attributes of local communities, forms and scale of tourism developed are beyond the control of local communities. It concludes that formulating and implementing the participatory tourism development approach requires a total change in socio-political, legal, administrative and economic structure of many developing countries, for which hard political choices and logical decisions based on cumbersome social, economic and environmental trade-offs are sine qua non alongside deliberate help, collaboration and co-operation of major international donor agencies, NGOs, international tour operators and multinational companies.

J. Enrique Bigné, M. Isabel Sánchez and Javier Sánchez, 20 (2001) Numerous authors have pointed out the influence of tourism image on consumer behaviour. Tourism image will also exercise some influence on the quality perceived by tourists and on the satisfaction obtained from the holiday experience. This paper focuses on the relationship between the image of a destination as perceived by tourists and their behavioural intentions, and between that same image and the post-purchase evaluation of the stay. We will also examine the relationship between quality and  

20 J. Enrique Bigné, M. Isabel Sánchez and Javier Sánchez, Tourism image, evaluation variables and after purchase behaviour: inter-relationship, Department of Business Administration. Juan José Renau Piqueras, Edifici Departmental Oriental, Avgda dels Terongers, s/n 46022, Valencia, Spain.
satisfaction and between these variables and the tourist’s behaviour variables. We place the accent on a joint analysis of these relationships, using a structural equation model. The results of the empirical study show that tourism image is a direct antecedent of perceived quality, satisfaction, intention to return and willingness to recommend the destination. The role of image as a key factor in destination marketing is thus confirmed. With reference to the other relationships, on the one hand, it is confirmed that quality has a positive influence on satisfaction and intention to return and that satisfaction determines the willingness to recommend the destination. However, the influence of quality on ‘willingness to recommend’ and the influence of satisfaction on ‘intention to return’ cannot be corroborated. In this sense, further research could be necessary.

**Donald Getz and Jack Carlsen**, (2001) This research examines goals pertaining to start-up, operations, the family, and ultimate disposition of the enterprise by family and owner-operated businesses in the rural tourism and hospitality sectors. The sample is from a survey in rural Western Australia. A large majority of respondents were from middle-aged couples, new to the business, with strong motivation to live and work in the countryside. Lifestyle and family-related goals were predominant, but there was also recognition that the business had to be profitable. Most respondents were uncertain about the ultimate disposition of their business; only about one-third had definite succession plans to involve children or other family members. Implications are drawn for business and destination development.

---

*Donald Getz and Jack Carlsen, Characteristics and goals of family and owner-operated businesses in the rural tourism and hospitality sectors, Faculty of Management, University of Calgary, 2500 University Drive N.W., Calgary, Alberta, Canada T2N1N4, School of Marketing and Tourism, Edith Cowan University,*
Kevin KF Wong, (2002) Casual empiricism suggests that there may be a cyclical trend associated with international tourist arrivals in which variation around the linear trend can be formed by the interaction with other cyclical phenomena. This paper employs a simple model that incorporates a linear trend and sine function to capture these two characteristics in forecasting international tourist arrivals in Hong Kong. The model is extended to include a set of sine functions through the application of Fourier analysis to account for situations in which more than one phenomenon may be present in the time series. The forecasting accuracy of the model is compared with other forecasting approaches. Evaluation of the results using the mean absolute percentage error measure show that the forecasting performance of the extended model with a linear trend and two sine functions is superior in terms of accuracy when compared with other forecasting models.

KAPUR DEVESH, & AMAMURTI RAVI, (2002) this paper deals about the impact of liberalization, privatization and globalization of Indian economy over the tourism industry of India. The economy of India has lot of gains to make from the growth of tourism and related contributions in a large way due to liberalization, privatization and globalization. Increased foreign currency inflows and large scale employment opportunities are sure to increase.

---

22 Kevin KF Wong, The relevance of business cycles in forecasting international tourist arrivals, Department of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, China.

Dr. Mathew Leena,\textsuperscript{24} (2002) stated that the main aim behind eco-tourism is to utilise natural resources for the promotion of tourism without being destructive to the eco-system. It tries to reduce the ecological impact of modern-day tourism and well-planned eco-tourism can benefit both the protected areas and the residents of the surrounding communities by linking long-term biodiversity conservation with local, social and economic development.

Sharon Kemp and Larry Dwyer,\textsuperscript{25} (2003) A well-designed mission statement is essential for formulating, implementing, and evaluating business strategy. Yet the role of the mission statement in the strategic management of business firms has not been sufficiently highlighted in the research literature. It is not surprising that minimal attention has been paid to the role of mission statements in the strategic management of tourism and hospitality organisations. This paper attempts to remedy this apparent neglect. It focuses on the international airline industry by selecting 50 mission statements from corporate websites.\textsuperscript{1} The mission statements are then analysed to determine the extent to which they conform to commonly accepted views of the ‘ideal’ mission statement. Variations from the stated ‘ideal’ are highlighted and discussed. Conclusions are drawn regarding the role of mission statements in the strategic management of tourism and hospitality organisations.

\textsuperscript{24} Dr. Mathew Leena, “Eco-Rural Tourism And Sustainable Development” Mahatma Gandhi University, 2002.
\textsuperscript{25} Sharon Kemp and Larry Dwyer, Mission statements of international airlines: a content analysis, School of Management, University of Western Sydney, Parramatta Campus, Building El Locked Bag 1797, Penrith South DC, NSW 1797, Australia.
Kumar Kapil,\textsuperscript{26} (2003) The researcher says that, to increase the tourist inflow to India, measures to pressure and promote the historical tourism products have to be initiated by tourism ministry of India and all state governments. Devising cooperation modalities to make tourism reach wider and deeper into remote corners of India, has to be performed with diligence.

Jonathan Z. Bloom,\textsuperscript{27} (2003) he need for in-depth knowledge of tourist market segments and the need to overcome the limitations of using linear techniques to analyse non-linear relationships requires a re-assessment of generally used approaches such as cluster analysis and multiple linear regression. The objectives of the research are (1) to consider the use of self-organising (SOM) neural networks for segmenting tourist markets and (2) to analyse the predictive ability of back propagation (BP) neural networks for classifying tourists from follow-up surveys by using the output provided by a SOM neural network. The findings of the SOM neural network modelling indicate three natural clusters. In addition, the predictive ability of the BP neural network model appears to be superior to that of MLR static filter and logistic regression models. The BP neural network model developed for this application appears suitable for deployment (i.e. classification of tourists from follow-up surveys).

Michael J. Enright and James Newton,\textsuperscript{28} (2003) Recently, researchers have suggested an approach to tourism destination competitiveness that

\textsuperscript{26} Kumar Kapil, “A Study on Role of local bodies in Social and cultural tourism” School of sciences, Indira Gandhi National Open University, 2003.

\textsuperscript{27} Jonathan Z. Bloom, \textit{Tourist market segmentation with linear and non-linear techniques}, Department of Business Management, University of Stellenbosch, Private Bag X1, matieland 7602, South Africa, 2003.
goes beyond conventional destination attributes to include, in addition, generic business factors of competitiveness. Despite its apparent promise, there appears to have been little applied research building on this combined approach. This paper is designed to address this gap. Factors pertaining to the competitiveness of both the destination's attractions and its tourism industry were used to construct an instrument that was used to survey tourism practitioners in Hong Kong. Respondents were asked to rate the factors for both importance and relative competitiveness, in a method consistent with importance performance analysis (IPA). The results were analysed and discussed by reference to the IPA Grid. The paper concludes that the study has developed a promising research methodology that offers a quantitative, theoretically informed empirical analysis that will be able to provide a basis for managerial and policy decisions in the tourism industry.

Dr. H. Varma, (2003) This thesis deals with the sources of tourism from a destination point of view. Characteristics of Inter-regional Tourism in regard to Tourism marketing in India.

Prof. Chawla Romila, (2003) studied the entire gamut of tourism and sustainable development covering all round perspectives of Tourism and sustainable development. The essential of sustaining tourism development has been depicted with numerous facts and figures in the book. Significance of South Indian states in tourism has been highlighted in the book. The concept that development means increase of GDP and

---

28 Michael J. Enright and James Newton, *Tourism destination competitiveness: a quantitative approach*, School of Business, University of Hong Kong, Pokfulam Road, Hong Kong, 2003.

29 Dr. H. Varma, "International Tourism Marketing and Indian environment" World Trade Organization, December 2003.

30 Prof. Chawla Romila, *Sustainable development and Tourism* Delhi University 2003,
GNP has been encountered quite profoundly in the book. Ability of tourism to provide at least 100 million additional jobs in India within a span of 25 years, capacity to earn huge foreign currency and industrial growth with the ever growing technology, telecommunication and tourism potential of India especially in Southern states of India have been elaborately illustrated in the book. These data has helped the research study

**Dr. Motiram**,\(^31\) (2003) gives a perfect picture of tourism as a fast growing international product with immense opportunities for India to a large extend with far reaching benefits and gains. The book gives an outline of expectation and hope for India, as an excellent opportunity to get rid of its poverty, unemployment and poor foreign trade records. Dr. Motiram says that India has all the essential ingredients to become world’s most popular and powerful tourism giant. India as a tourism destination has the best monumental infrastructure, which is attractive and amazing in the world. Culture, art, music, natural beauty, rivers, waterfalls, jungles and wild life sanctuaries, beautiful mountain regions and coffee/tea estates, festivals and celebrations especially the ones in South Indian states are unrivalled attractions in the world. The literature of this book has given adequate substance and information for the research study.

**Dr. Ranga Mukesh**,\(^32\) (2003) deals with India’s potential as a country with numerous tourism destinations of great attractions. The author has given an overall view of tourism related socio - economic issues existing in India. Great attractions of tourism relevant destinations have also been described quite elaborately in the book.

---

\(^31\) Dr. Motiram, *“International Tourism”* M/s Somali Publications, New Delhi 2003.

\(^32\) Dr. Ranga Mukesh, *“Tourism potential in India”* Abhijeet publications, New Delhi 2003.
Dr. Nigam Devesh and Dr. Ranga Mukesh,\(^{33}\) (2003) give a picture of the existing and emerging tourism industry by focussing on innovative ideas, Management, Marketing and development of strategies related to tourism and hospitality industry. The range of topics covered is immense – Human resource Management in tourism industry, role of tourism in eliminating poverty and providing better life through employment opportunities in tourism, beach tourism and village tourism etc have all helped the research study very well. Human resource perspectives of tourism were highlighted with commendable facts and figures.

Annabel Jane Mansfield, MastbusRe (2004)\(^{34}\) examined the competitive structure of the international tourist market, to establish how and with whom destinations compete. This thesis takes an empirical approach by applying the behaviorally grounded Duplication of Purchase Law. The Duplication of Purchase (DOP) Law is an empirical generalization that illustrates the structure of competitive markets through simple patterns of repeat purchase (Goodhardt, Ehrenberg et al. 1984). It states that brands share their customers with other brands in line with penetration levels, where penetration is the proportion of people who buy an item at all in any given time period (Uncles, Ehrenberg et al. 1995; Ehrenberg, Uncles et al. 2003). This research specifically addresses whether the DOP Law can be successfully applied to the international tourist market using destinations as brands. As such, tourist destinations spend much time and resources on research studies, in an attempt to establish their target market, and through that information, their competitors. This thesis takes an alternative approach, to assess

---


\(^{34}\) Annabel Jane Mansfield, MastbusRe (2004) University of South Australia, Marketing Science Centre (thesis)
competition using actual behaviour, rather than perceptions. In doing so, it attempts to provide a more solid foundation for the explanation of competitive market structures. This research tests the application of the DOP Law using many sets of data. Overall, this thesis reveals that the competitive market structure among tourist destinations is based on three layers of brand competition. 1. Competition, based on brand size; 2. Competition based on geographical location; and 3. Competition based on brand image. The implication for marketing research is the widening of the applicability of the DOP Law to another domain – tourist

Colin Hunter and Jon Shaw\textsuperscript{35} (2004) argues for ecological footprint (EF) analysis to become widely adopted as a key environmental indicator of sustainable tourism (ST). It is suggested that EF analysis provides a unique, global perspective on sustainability that is absent with the use of locally derived and contextualised ST indicators. A simple methodology to estimate indicative, minimum EF values for international tourism activities involving air travel is presented. Critically, the methodology accounts for the EF that would have been used by a tourist at home during the tourist trip, providing an estimate of the net, as well as the gross, tourism-related EF. Illustrations of the application of the methodology are provided, including the evaluation and comparison of specific tourism products. It is suggested that some (eco)tourism products may, potentially, make a positive contribution to resource conservation at the global scale. Areas for further research in applying EF analysis to tourism are outlined.

\textsuperscript{35}Colin Hunter and Jon Shaw, \textit{The ecological footprint as a key indicator of sustainable tourism}, Department of Geography & Environment, University of Aberdeen, 2004
Brent W. Ritchie,36 (2004) outlined and discussed a strategic and holistic approach to crisis management for the tourism industry. It notes the growing importance of crisis and disaster management for the tourism industry before exploring the definitions and nature of crises and disasters. The paper then proposes a strategic approach to their management from proactive pre-crisis planning through strategic implementation and finally evaluation and feedback. A discussion of crisis and disaster management literature and studies conducted in the tourism field are also introduced. It notes that although crises and disasters cannot be stopped their impacts can be limited by both public and private sector managers. The paper concludes that the understanding and subsequent management of such incidents can be vastly improved through the extension and application of crisis and disaster management theory and concepts from other disciplines, coupled with the development of specific tourism crisis management research and frameworks.

Yiping Li and Raymond Lap Bong Lo,37 (2004) Hong Kong is a city where contemporary global culture coexists with traditional Chinese heritage. One way of promoting Hong Kong’s traditional built heritage is to develop a number of linked sites as a heritage trail. For helping the development of such, this study evaluates the applicability of the market

36 Brent W. Ritchie, Chaos, crises and disasters: a strategic approach to crisis management in the tourism industry, School of Service Management, Faculty of Management and Information Science, University of Brighton, 49 Darley Road, Eastbourne BN207UR,UK, Centre for Tourism Research, University of Canberra, ACT 2601, Australia.

37 Yiping Li and Raymond Lap Bong Lo, Applicability of the market appeal—robusticity matrix: a case study of heritage tourism, Department of Geography, The University of Hong Kong, Pokfulam Road, Hong Kong, China.
appeal—robusticity matrix on heritage tourism development, by assessing the potential for tourism in the single-surname villages of Hong Kong's New Territories. The study techniques include documentary research, questionnaire survey and interviews. The findings indicate the matrix is effective for enabling the assessment of heritage tourism potential because it simultaneously demonstrates the importance of two major considerations for both tourism industry and heritage managers, namely market appeal—an asset's appeal to tourists, and robusticity—its ability to endure visitation. The shortcomings of the model includes the inappropriateness of the technical term “product design needs” in the market appeal subset and lack of community concerns in the robusticity subset of the matrix.

Chandra Mohanty Prafulla,38 (2004) prepared on the basis of the secondary published data which show that since 1950 the tourism industry of India is expanding. The researcher says that tourism fosters a sense of unity in otherwise diverse environment of the country and contributes to national integration. He also says that Tourism in India has vast employment potential, much of which still awaits exploitation.

Dr. Kumaraswamy K,39 (2004) found varied aspects of tourism in southern India especially in the Nilgiris. Strategic approaches are mentioned to build up the marketing practices in the southern part of India. Capitalizing on the hilly geography has been given good exposure in the thesis.

39 Dr. Kumaraswamy K, “Study on Tourism Industry in India with a Particular Reference to the Nilgiris.” Calicut University, 2004.”
Dr. Rajendran P. (2004) states that Indian tourism industry is been put under test by various problems. This thesis puts light on the prospects of the industry which are well analyzed. Suggestions and recommendations being highlighted in this thesis can be put into implementation immediately for the betterment of the industry. Marketing aspect of the industry has been critically analyzed to come out with specific tourism strategies.

“Dr. Raj Aparna” (2004) dealt Visitor culture, social perspectives of tourism, behavioural attitude related to tourist’s experience and exposure, festivals and its impact on tourism, destination choice and tourists comforts, travel facilities and growth of tourism, price and service factors of tourism products.

Dr P V Padmaja (2004) The research work throws light on the situation of Tourism industry’s potential in South India, which has not been properly attended and sustained.

Dr. Philip Kotler & Dr. James C Mackens (2004) The book titled ‘Marketing for Hospitality and Tourism” has international focus. The book was published in 2005 through M/s Pearson education Pte. Ltd. Singapore. The authors - Dr. Philip Kotler is a professor at Kellogg Business School and Dr. James C Mackens was associate Dean of INCARE an affiliate institute of Harvard Business School. The book is written with hospitality and tourism industry in mind. The authors have extensive and wide working experience in the field of hospitality and

---

40 Dr.Rajendran P., “Problems and Prospects of Indian Tourism Industry”, Utkal University in 2004.
42 Dr P V Padmaja’s, “A General Study on Tourism and Hospitality Industry in South India” Bangalore University, 2004.
tourism industry. Authors have covered important principles and concepts that are supported by research and evidence from economics, behavioural sciences and modern marketing management theories. The authors have tried to illustrate the sequence and concepts of hospitality and tourism industry with the life style of modern society and people.

Dr SUBRAMANIAN S, 59 (2004) “Business and International Tourism in South India.” Osmania 2003. examined various aspects of the tourism business for the present market environment Thesis has analyzed the opportunity of India becoming an international tourist hotspot and also to bring in international business on account of tourism to India. Marketing tourism in Southern India has been given a different perspective. However, India does not suffer from negative perceptions of being “too expensive to travel to” The issue for India is to build awareness and interest in the unique value of India - to improve its image as a place to visit, and ultimately, as a place to do business.

N Singh & Manas Chatterjee, 43 (2005) “found the potential tourism destination in India, which is challenging and impressive than any other nations in the world in tourism. Further, South Indian states and their immense tourism potential were brought out in this study and the area, which requires attention and care. The study has also given a comparative analysis of India with a few other countries, who have achieved commendable advancement in the field of tourism.

Engelhard A Richard,44 (2005) This paper deals on the heritage sources, tourism infrastructure and econometrical statistical analysis. It also deals with the management, staffing, employment of people for the tourism industry of India. The researcher also mentions about the revenue capture and reinvestment, ways of enhancing stakeholder cooperation in tourism development and heritage preservation.

Atila Yüksel45 (2005) this study suggests that satisfaction from shopping is not necessarily derived from acquiring goods. In this context, the shopping environment itself may become part of the tourist's experience influencing subsequent shopping behaviours and evaluations. Exterior environment in shopping districts at destinations deserves attention in that macroclimate is the first set of cues normally seen by the tourist. This research explored the relationships between the shopping environment and tourists’ emotions, shopping values and approach behaviours.

Mousumi Dutta, Sarmila Banerjee and Zakir Husain,46 (2005) studied the untapped demand for heritage: A contingent valuation study of Prinsep Ghat, in Calcutta, and found that in view of the scarcity of financial resources, urban planners in developing countries are attempting to conserve heritage sites on a self-financing basis through their development as visitor attraction sites. The economic justification of such

programmes can be sought in terms of the potential revenue from heritage tourism.

This approach, however, neglects the significant non-use values derived from heritage resources. Based on the contingent valuation method, the Total Economic Value for Prinsep Ghat in Calcutta, India, is estimated using limited dependent regression models. While a TOBIT model is used to determine the determinants of the willingness to pay, a truncated model is used to identify the characteristics of the potential clientele. The results show the presence of a substantial untapped demand for the site that can be utilized by suitable marketing of the site without affecting its historic appeal. The study motivations and study preferences of student groups from Asian nations majoring in hospitality and tourism management programs

Samuel Seongseop Kim & others,\textsuperscript{47} (2005) This study identified why students in China, Taiwan, and Korea at both undergraduate and master's level want to major in hospitality and tourism management (HTM), why they prefer to study abroad, and their preferred concentration of study in the HTM major. Three Asian national student groups were selected at both the undergraduate and master's student level. In a comparison of motivations for HTM programs between the three national groups at both the undergraduate and master's levels, Taiwanese students showed the highest level of motivation. The most preferred country for studying abroad for a graduate school was the US. In the preferred fields of study or major during their study abroad, three national student groups showed different responses.

\textsuperscript{47}Samuel Seongseop Kim & others, \textit{The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviors}, Department of Hospitality & Tourism Management, Sejong University.
Carmen Barroso Castro & others,48 (2005) found that in the past decade, companies and academics have become aware of the great benefits of maintaining a solid base of loyal customers. Such customer loyalty is also important to other entities—such as tourist destinations. Building on the services-marketing literature, the present study develops an innovative model for evaluation of the effect of a destination's image on the loyalty intentions of tourists. The study then explores whether market heterogeneity affects this relationship by performing a latent cluster analysis. Four major clusters of tourists emerge—according to the tourists’ need for variety. The results show that there are significant differences among these segments in terms of the effects of a destination’s image on tourists’ intentions to return to a destination and their intentions to recommend it to friends and relatives.

Anneli Douglas and Berendien Anna Lubbe,49 (2005) concluded that four stakeholders are involved in corporate travel: management, travellers, travel suppliers and travel management companies. The purpose of the study was to propose a model which recognises value conflicts, the interdependence of stakeholders and incorporates common goals. The so-called ‘Soft Value Management Model’ was selected and conceptualised in the context of corporate travel management. This study defined and surveyed each stakeholder group in terms of their values and objectives on travel management information; travel policy and compliance; travel management company partnerships; and travel

48 Carmen Barroso Castro, Enrique Martin Armario and David Martin Ruiz
49 Anneli Douglas and Berendien Anna Lubbe, Identifying value conflicts between stakeholders in corporate travel management by applying the soft value management model: A survey in South Africa, Department Tourism Management, University of Pretoria, Pretoria 0002, South Africa. 2005.
expenditure processing. Quantitative and qualitative techniques were used. The results show that value conflicts exist between stakeholders. The model provides a theoretical foundation against which an effective travel management process can potentially be measured.

Marina Novelli & others,50 (2005) discovered that in an era where tourism is dominated by requests for tailored experiences, SMEs play a key role in providing adequate products and services to tourists by responding to their most specific requirements.

This paper uses network and clusters as a framework providing SMEs with innovative opportunities to operate in a competitive tourism environment. A review of relevant literature on clusters, networks and tourism business innovation is undertaken, then focusing on the specific issues of Healthy Lifestyle Tourism.

The UK ‘Healthy Lifestyle Tourism Cluster’ experience is employed to discuss the process and the implication of network and cluster development in tourism. However, the development of clusters should not be seen as a simple and spontaneous process due to the nature of businesses involved, but as a very complex process linked to strong stakeholder collaboration.

Kun Lai, Yiping Li and Xuegang Feng,51 (2005) found that in tourism literature, a phenomenon is identified, and considered ubiquitous in

50Marina Novelli & others, Networks, clusters and innovation in tourism: A UK experience, Centre for Tourism Policy Studies (CENTOPS), University of Brighton, Darley Road, EastbourneBN20 7UR, UK, 2005.

51 Kun Lai, Yiping Li and Xuegang Feng, Gap between tourism planning and implementation: A case of China, Department of Geography, The University of Hong Kong, G-01B Hui Oi Chow Science Building, Hong Kong, Department of Geography, The University of Hong Kong, 306 Hui Oi Chow Science Building, Hong Kong, Department of Tourism, Business School, East China Normal University.
planning exercise. Namely, a gap occurs between planning and implementation once the planned approach to tourism development is adopted. Such a phenomenon is not rare to find in China, where tourism has become increasingly important for the country's economy. This paper presents a research that attempts to examine the causes of the gap in a Chinese context, in order to offer insights about what possible countermeasures should be sought.

**Chih-Min Pan,**52 (2005) examined how the market structures of various related service markets and hotels’ locations affect hotels’ profitability. The empirical results indicate that: (1) market concentration in rooms could significantly improve international tourist hotels’ profitability, while concentration in the food and beverage markets have positive but insignificant effects, and (2) the locations of the international tourist hotels significantly affect their profitability.

**Margaret J. Daniels & others,**53 (2005) found that Travel personnel and tourism site managers are often ill prepared to assist travelers with disabilities. The purpose of this study was to expand the understanding of constraints to pleasure travel experienced and negotiation strategies employed by persons with physical disabilities. Comparative pattern analysis was used to systematically analyze narratives written by travelers with disabilities, resulting in the emergence of six intrapersonal, six

---

52 Chih-Min Pan, *Market structure and profitability in the international tourist hotel industry*, Department of Applied Economics, National Chiayi University, No. 151, Lin-Shen East Road, Chia-Yi City, 600, Taiwan, Republic of China

53 Margaret J. Daniels & others, “Travel Tales”: an interpretive analysis of constraints and negotiations to pleasure travel as experienced by persons with physical disabilities, Department of Health, Fitness and Recreation Resources, George Mason University, 10900, University Boulevard, MS 4E5, Manassas, VA 20110-2203, USA
interpersonal, and eight structural themes. Further examination suggested an interactive, rather than hierarchical, relationship between the themes. Including persons with disabilities at every stage of the travel provision process can help ensure improved services for all travelers.

Isabel Pilar Albaladejo Pina and María Teresa Díaz Delfa,\textsuperscript{54} (2005) developed a methodology which will enable the determination of the tourist profile which corresponds to the different types of existing accommodations in a certain destination of rural tourism. This is accomplished through the use of a two-stage method (a correspondence analysis followed by a cluster analysis) to classify the accommodations in a reduced number of groups, so that each group constitutes a type. The estimation of a Multinomial Logit model determines the characteristics of tourist who is most likely to opt for each type of accommodation. Results from a study in Murcia indicate that the wide variety of accommodations with respect to size and type is a suitable form of attracting individuals of different profiles.

Venugopal.T,\textsuperscript{55} (2005) points out that tourism development like other industries brings both positive and negative impacts on economy, society and the environment. The tourism industry generates foreign exchange employment and contributes to the balance of payments. But these positive effects are often accompanied by disastrous implication such as

\textsuperscript{54} Isabel Pilar Albaladejo Pina and Maria Teresa Diaz Delfa, \textit{Rural tourism demand by type of accommodation}, Department of Quantitative Methods for the Economic, University of Murcia, Campus de Espinardo, 30100 Murcia,

\textsuperscript{55}Venugopal.T, \textit{“Emerging Dimensions In Tourism In South India”} Calicut University, 2005.
inflation, leakages and dependency. The social impacts of tourism are
demonstration effect, acculturation, and displacement of community and
commercialization of culture. Tourism Development in many places has
led to the determination of environmental quality. This is based on the
sustainable tourism development which ensures the use of resources for
present and future generations.

Ming-Hsiang Chen,⁵⁶ (2006) contributed to the fields of hospitality and
tourism by examining interactions between business conditions and
financial performance of tourism firms in both China and Taiwan. They
investigated whether the improvement of business conditions enhances
financial performance of tourism firms and whether financial success of
tourism firms matters to business development. In general, cointegration
test results support a long-run equilibrium relationship between the two
variables, business conditions and financial performance of tourism firms, and Granger causality test results show that these two factors
reinforce each other in both China and Taiwan. This study therefore
documents significant contributions of financial success of tourism firms
to business development and strengthening of financial performance of
tourism firms by business conditions. Some managerial implications are
also discussed.

⁵⁶ Ming-Hsiang Chen, Interactions between business conditions and financial
performance of tourism firms: Evidence from China and Taiwan, ⁶Department of
Finance, National Chung Cheng University, Chia-Yi, Taiwan, 2006.
Nancy G. McGehee Kyungmi Kim and Gayle R. Jennings\textsuperscript{57} (2006) explored the potentially gendered nature of motivations for agri-tourism entrepreneurship among Virginia farm families. Three elements of Chiappe and Flora's [Gendered elements of the alternative agriculture paradigm. \textit{Rural Sociology, 63}(3), 372–393] modification of Beus and Dunlap's [Conventional versus alternative agriculture: The paradigmatic roots of the debate. \textit{Rural Sociology, 55}(4), 590–616] alternative agricultural paradigm was tested as a possible theoretical framework for agri-tourism motivation. Chiappe and Flora [Gendered elements of the alternative agriculture paradigm. \textit{Rural Sociology, 63}(3), 372–393] found that overall the alternative agriculture goals of men and women were similar: for example, both men and women were seeking independence, an opportunity to contribute to the community, and diversity of product. However, there were very different meanings and contexts attached to each of these ideas. For example, when discussing independence, women were more focused on “expense-reducing” rather than the “income-inducing” activities preferred by their male counterparts. Results of this study indicate that women were found to have higher motivation for agri-tourism entrepreneurship in all categories, but not consistently significant or in ways that necessarily supported the framework.

\textsuperscript{57} Nancy G. McGehee Kyungmi Kim and Gayle R. Jennings, \textit{Gender and motivation for agri-tourism entrepreneurship}, Hospitality and Tourism Management Program, Southern Illinois University, Carbondale, IL 62901-6803, USA. Department of Tourism, Leisure, Hotel and Sport Management, Griffith Business School, Griffith University, Gold Coast campus, PMB 50 Gold Coast Mail Centre, Queensland 9726, Australia, 2006.
Montserrat Hernández-López and José Juan Cáceres-Hernández,58 (2006) found that the number of tourists that visit a mature tourism destination becomes stable. If recommendations that could adjust the supply structure towards demand needs in this scenario are established as administration goals, then forecasting the total number of tourists is important, but of particular interest is the internal composition of the demand in terms of specific characteristics of the future groups. This view type of forecasts can be achieved by a genetic algorithm (GA). In this paper, a GA with a transition probability matrix is developed and, as an illustration of the methodology, one run of such an algorithm has achieved better forecasting performance than a simple GA.

Jovo Ateljevic,59 (2006) examined critical issues related to the management of small tourism firms (STFs). It is based on a postal survey of 317 STFs, supplemented by 57 in-depth interviews with owner-managers. The findings suggest that the development and management of small tourism firms are shaped by a number of different factors related to the business owner–manager, nature of the tourism activity, its locality and other aspects of the sector specific business environment. A central part of New Zealand, encompassing four localities integrated in a single marketing entity, the Centre Stage [tourism] Macro Region (CSMR), provides the geographical scope of this study. The area exhibits a blend of urban and rural contexts offering a unique opportunity to examine managerial problems in the growing small tourism sector.

58 Montserrat Hernández-López and José Juan Cáceres-Hernández, Forecasting tourists’ characteristics by a genetic algorithm with a transition matrix, Faculty of Economics, University of La Laguna, Campus de Guajara, 38071 Spain, 2005.
59 Jovo Ateljevic, Small tourism firms and management practices in New Zealand: The Centre Stage Macro Region, University of Stirling, Stirling, Scotland, 2006.
John Connell,\(^6\) (2006) found that Medical tourism, where patients travel overseas for operations, has grown rapidly in the past decade, especially for cosmetic surgery. High costs and long waiting lists at home, new technology and skills in destination countries alongside reduced transport costs and Internet marketing have all played a role. Several Asian countries are dominant, but most countries have sought to enter the market. Conventional tourism has been a by-product of this growth, despite its tourist packaging, and overall benefits to the travel industry have been considerable. The rise of medical tourism emphasises the privatisation of health care, the growing dependence on technology, uneven access to health resources and the accelerated globalisation of both health care and tourism.

Enrique Claver-Cortés & others,\(^6\) (2006) discovered that the hotel sector is currently immersed in a very uncertain, highly competitive environment, due to which it needs information for the correct management of its establishments. The present empirical research presents strategic groups in the hospitality industry as a useful tool for the planning and implementation of strategies by hotels that helps to determine their competitive strategies and advantages.


---

\(^6\) John Connell, *Medical tourism: Sea, sun, sand and ... surgery*, School of Geosciences, University of Sydney, NSW 2006, Australia.

\(^6\) Enrique Claver-Cortés, José F. Molina-Azorín and Jorge Pereira-Moliner, *Strategic groups in the hospitality industry: Intergroup and intragroup performance differences in Alicante, Spain*, Department of Business Management, University of Alicante, P.O. Box 99, E-03080 Alicante, Spain.
Reserve located in southeastern Taiwan. Community attitude and intention toward four dimensions of ecotourism, including conservation of natural resources, preservation of cultural tradition, sustainable community development, and participation in ecotourism planning and management, were measured. Furthermore, the paper examines whether or not there is congruence between community attitude and intention toward ecotourism development group. The study findings show that local people hold generally positive views of the measures necessary to achieve ecotourism; however, their intentions to engage in behaviors to support these measures do not entirely match with their positive views. This suggests that while local residents may support ecotourism development based on international guidelines, their intentions to act will depend on local environmental, social, and politico-economic conditions.

Nancy J. Gladwell and Leandra A. Bedini, (2007) identified that one of the fastest growing market segments of the tourism industry over the last two decades is made up of consumers 55 years of age and older. As we enter the new millennium, over 50 million of these “mature adults” will find themselves on the edge of retirement, equipped with the freedom and financial means to travel, but restricted by a loved one who may become ill or disabled. The purpose of this study was to explore the impact of caregiving on the leisure travel behaviors of family caregivers and their care-recipients. Qualitative data collection and analysis methods were employed. In addition to identifying impediments (physical, social, ...
emotional) to pursuing or maintaining leisure travel for caregivers of older adults, the qualitative analysis yielded other emergent themes such as changes in patterns and types of leisure travel, entitlement, resentment, and anger. Implications and recommendations for researchers and practitioners are included.

3.2 Conclusion

The foregoing reviews reveal the following research gaps:

The research conducted in the field of sustainable development of tourism marketing in South India is inadequate. Research carried out in India with regard to tourism market is neither adequate nor comprehensive.

All the researches made here are pertaining to different components of tourism that is eco tourism, spiritual tourism heritage tourism adventure tourism, beach tourism. Few research studies relates to socio economic developments contributed by tourism industry.

Impact of industrialization, growing urbanization, deforestation and similar activities which has taken place in the modern days recklessly has affected tourism resources. Hence this study is more about sustainable development of tourism industry.